June 12, 2025
DIA Board Meeting

Members Present: Victoria Wake, Chris Harper, Maria Rincon (7:20PM), Jaime Watson, Marjorie Jones, John Jacobs, Zandile Christian, Craig Johnson, Rolfe Kasling

Members Absent: David Gross, May Seto-Wasem, Judy Klinger

Guests: Jared Sevas, City Council District 4 office

1. Approval of Agenda and Minutes

MOTION: June agenda is APPROVED by acclamation.
MOTION May minutes, as amended, are APPROVED by acclamation.

2. Chair's Report

A). Addition of email list for both Board members & Committee members. Will need an admin to complete as Victoria does not have access to the account.

John: Do we have a list of DIA members? Victoria: One was assembled from a couple of sources for use at the recent board elections; more work is needed to get it into good shape.

B). Team Drive: Discussion on organization of the team drive, and the importance of creating documents in the drive, rather than on personal drives. Clarification that copies within the drive should be the most current and working docs to ensure this is accessible to all appropriate parties. Perhaps do a walk-through at a future meeting.

C). Newsletter Review- reminder for sending your content. Efforts to grow subscriber list both to the newsletter and social media through different touch points of different committees

D) Quick overview of see-click-fix and encouraging all board members to download the app and report issues when they see them. Suggestion from John to send a letter to the city to clean up the app glitches. Per Jared, it's helpful to go through the 311 for their purposes. You get a number and it goes into their system.

3. Treasurer's Report

Bank of America Checking	**$ 76,160**
(including $?,??? Friends of Dimond Park funds)	
Bank of America Savings	$5,677
Wells Fargo Oaktoberfest Checking	$ 114,328
Wells Fargo Oaktoberfest Savings	$3,518

Marjorie shares she will be providing actuals by/to committees also. Also feel free to reach out any

time with any questions.

5. Update: Jared Savas from Councilmember Ramachandran's office - City, D4, Dimond-specific

Jared provided updates on the Oakland Budget which just passed on 6/11. Focuses on basics such as public safety, cleanliness. Focused on funding core services. Budget memorandum provided at meeting in print.

Process: Unique year due to an interim mayor during its creation.

High notes: Balanced budget, emphasis on public safety, economic revitalization, cleanliness, housing security/homelessness solutions & parks/open space. Highlights: all 25 fire stations will be open for both fiscal years. Police staffing will be maintained at current levels. Down one police academy from 6 to 5 but they are looking to raise recruits to 40 from 30 per academy. Bringing back tree service division

Does rely on a parcel tax that goes to the public, so not guaranteed. This would just be applicable to year 2.

John asks what the Business Incentive Program is, Jared will look into more information and report back.

Victoria inquired when the parcel vote tax will be taking place. Jared said it was unclear but likely next spring best guess.

John asks Jared: Through the lens of the Dimond, what 3 items within the budget may be most impactful. $1M being put to the Safety Ambassador programs again.

Per Rebecca - crosswalks on Fruitvale should be done by the end of next week. ADA path completion in Dimond park, no update. Sideshow deterrent installation at Macarthur and Fruitvale, no update, still #2 in priority; last month request for bids went out, hoping Dimond may have been included.

6. Update: Oaktoberfest:

Per Craig - Still waiting on final payment for 2024 Oaktoberfest. Daniel has a check from Alameda County for $10k which he will add and hopes to provide final accounting next week. Bonus for event planner has not yet been paid.

Contract for 2025 has not yet been signed, about 3-4 months delayed. Essentially the same as last year's. Fees steadily consistent even with inflation per Daniel.

Discussion: Victoria suggests a comparison review of last year's contract and proposed 2025 contract, just to ensure there are no other changes. Marjorie requests to review the budget prior to signing the contract as a preference. Move decision to sign contract at July meeting following an opportunity to review the budget. Or earlier should Daniel be able to provide this earlier.

Marjorie - as treasurer of DIA, hoping to have access to more information from Daniel on financials for Oaktoberfest funds.

7. <u>Economic & Business Development Committee Update: John J</u>.

<u>Discussion: OKR (Objectives and Key Results)</u>. Method to establish goals/priorities/activities/ leadership for the year. Suggestive, still need to establish items that will be a focus.

Jaime suggests this being a great framework for each of the committees. Great way to assess bandwidth for individuals and from there on the committee level so to be realistic about what can be taken on and then be more productive in actually accomplishing those goals. Maria also chimed in echoing this thought.

Shall we ask other committees to adopt? Perhaps just suggestive. Have periodic check-ins.

8. <u>Update: Beautification</u>. Recent work completing the project at St. Louis Veterinary Clinic. Subcommittee looking into mural projects. Lindsay Berking (former board member) is helping with process, permit, building owners, etc. Question on who oversees or approves. John suggests it would be really neat to have a mural that would be a branding for the Dimond (similar to the arch for Laurel).

9. <u>CEVO Update</u>. None today, still working to get established since the committee has shrunk to Zandile, Maria and Chris from the Board. Also Carol Lonergan and Heather Harris. Zandile clarified that it's the board members directing goals however in terms of contribution.

10. <u>Public Safety</u>. Status of survey to merchants about the Safety Ambassador Program, and committee interest in asking 3 basic questions when merchants not able/willing to do complete survey. John to draft 3 questions. Jaime to follow up with volunteers on specific instructions to collect merchant survey responses in person.

11. <u>Good of the Order</u>. Chris H. shared impressions from the "listening session" event today with Ramachardran, Mayor Lee, and department heads at Italian Colors. Good showing. One mention from the Mayor was that BIDs are really important. Also mentioned Measure W a lot, which she feels will be a revenue source. Josh Rowan emphasized parking, dumping and discussed environmental design as a solution to many items. Per Rowan in terms of sideshows, we should do pilot projects, and shouldn't have to wait until something is perfectly in place and improved.

Marjorie - Loard's ice cream is as good as it has ever been. They will be adding a sandwich shop.

Craig - potential protests, anything Dimond specific to be aware of in terms of activity? No

Meeting adjourned @ 8:50 p.m.
Minutes prepared by Jaime Watson